



**Fáilte Ireland
Dublin
March 2018**

Overall ranking of names before seeing proposition

Surprising by Nature / Naturally Surprising

- These two lines have been shown separately, but as they are very similar and appear to have ‘split the votes’, their scores are shown combined in the table
- By doing this, we are assuming that including only one of ‘Surprising by Nature’ or ‘Naturally Surprising’, it would have scored similar to ‘City of Surprises’
- Clearly the word ‘surprises / surprising’ is liked
- The decision is whether to choose a line which includes ‘nature’ or not

(Before seeing proposition) “Which of the six possible lines do you think are the best?”

Name	% times ranked 1st	% times ranked 1 st or 2 nd	Total score
Surprising by Nature / Naturally Surprising	30%	64%	1,186
City of Surprises	30%	49%	1,001
A Breath of Fresh Air	18%	35%	667
Outside the Ordinary	15%	35%	635
Europe’s Natural Capital	10%	21%	392

Base: 1,261

Respondents have been asked to rank their preferred two options in order. Each 1st place scores two points and each 2nd place scores one point to give the ‘total score’.

1st place rankings add up to more than 100% because some respondents have awarded this to more than one option.

City of Surprises

Enticing name

- ‘City of Surprises’ entices visits
- What is the ‘surprise’? It’s intriguing...

Best fit for Dublin among many who know it

- Performs very strongly in Britain and Ireland because many know Dublin and say this fits their experience the best

But they don’t necessarily think of nature

- Dublin’s surprises are largely thought to be in the city; before seeing the proposition, nature doesn’t necessarily come to mind

Some Americans don’t like surprises on vacation

- This partly explains why this only ranks third with Americans

“I like the idea of something being different or surprising to me. Sounds more exciting”

Female, 55 – 64, Britain

“The city is a wonderful and interesting surprise”

Female, 55 – 64, Britain

“City of Surprises is very appropriate and catchy because there are many unexpected things in Dublin”

Male, 45 – 54, USA

“Dublin is a blend of very old historical sites and very modern attitudes/architecture”

Female, 45 – 54, Ireland (Dublin)

“I’m not a big fan of surprises, especially while being in an unfamiliar country”

Female, 25 – 44, USA

Surprising by Nature & Naturally Surprising

Very similar, and therefore should be looked at together

- This should be taken into account when viewing the scores

Some agree with and like the natural offering

- Some feel these lines work because the reference to 'nature' is both credible and attractive

But others need convincing about nature

- These lines don't score particularly well in Britain and Ireland because some of those who know Dublin are not convinced by the reference to nature
- They feel that the 'surprising' aspect of Dublin is what you find within the city
- Therefore, if these lines are not preferred, it's not necessarily the lines that are disliked – rather, some don't associate a major city with nature

"For me, Dublin is the perfect example of freedom and landscape which is natural, green and unspoilt"

Male, 35 – 44, Germany

"Ireland has a lot of green land so nature links make sense"

Female, 25 – 34, Britain

"I have been to Dublin and the landscape is so beautiful and surprising"

Female, 65+, USA

"Too much focus on nature – for a city – really?"

Male, 45 – 54, Ireland (Dublin)

"Not sure of the 'natural' aspect, but it definitely is surprising"

Female, 45 – 54, Ireland (Dublin)

A Breath of Fresh Air

Ranks first with the Americans

- Many think of Ireland's greenness – 'A Breath of Fresh Air' therefore fits with how they perceive Ireland overall

But not credible for a major city among many

- Particularly weak result among the Irish
- Traffic fumes in a capital city do not make the air fresh

"Because Ireland is known for being so green and outdoorsy this seems to be appropriate"

Female, 55 – 64, USA

"'A Breath of Fresh Air' is inappropriate as a typical city with exhaust fumes and fast cars"

Female, 35 – 44, Ireland

Outside the Ordinary

Fairly consistent performance

- Perhaps a good alternative to the word ‘surprise’
- Sets Dublin apart from other cities
- But it doesn’t split votes like other options do

“The wording is inviting, and promotes the elements of curiosity and intrigue”

Male, 55 – 64, USA

“Outside the Ordinary adds an element of intrigue”

Male, 45 – 54, Britain

“Makes the big city sound unique”

Female, 45 – 54, USA

Europe's Natural Capital

Not a viable option

- Sounds like Dublin is claiming to be the capital of Europe
- Perceived as untrue or even arrogant

"Europe's Natural Capital: Just not true"

Female, 65+, USA

"I think Europeans might question this"

Male, 25 – 34, Britain

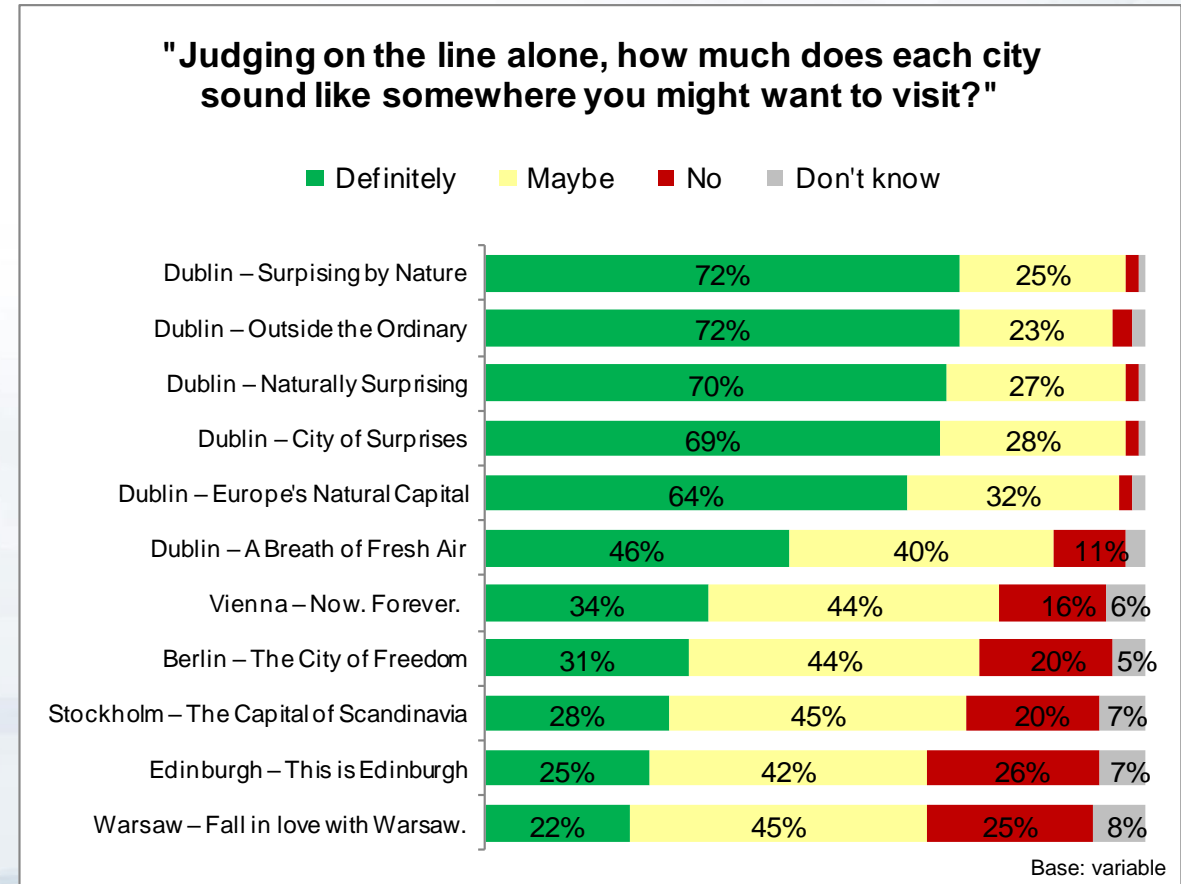
***"Doesn't seem like Europe's Natural Capital
as it isn't on the mainland of Europe"***

Male, 55 – 64, Ireland (Dublin)

Dublin lines vs competitor lines

Very strong options

- A few biases need to be taken into account:
 - All respondents would consider visiting Ireland, but not necessarily the other countries
 - The Dublin line shown to each respondent is the one they prefer (apart from 'A Breath of Fresh Air', which was asked to all)
- Nevertheless, all of Dublin's proposed new lines fare very well against competitor lines



Respondents have been shown all of the competitors, 'Dublin – A Breath of Fresh Air' and their preferred line for Dublin if different

Dublin lines vs competitor lines

City of Surprises – more room for the unexpected compared to other cities

- Makes Dublin sound like a ‘hidden gem’ compared to competitors
- More mystery compared to Edinburgh, Stockholm and Vienna
- Doesn’t restrict the type of visitor (surprises can range from surprising nightlife, to surprising nature or surprising history)
 - Some think Vienna and Warsaw restrict visitors to couples (romance)
- ‘Surprise’ catches the attention whereas some competitor lines do not

“I think Dublin City of surprises compares well, some of the others are bland. Surprises are good and exciting.”

Male, 35 – 44, Ireland

Surprising by Nature / Naturally Surprising – offers a different type of holiday

- A holiday with nature compared to a city break that competitor lines provide
- More descriptive than some competitor lines – roughly know what you will experience

“I still like it above the others. It has something more catching about it. It does not have a bland statement to it like this is just the capital. It has some mystery about it.”

Female, 25 – 34, USA

Dublin lines vs competitor lines

Outside the Ordinary – more enticing than competitor lines

- Promises something different to other cities; suggests Dublin is unique
- Creates intrigue to find out what is different (something which Edinburgh, Stockholm and Vienna don't do)
- Grabs your attention, not mundane – some feel competitor lines are bland

“Outside the Ordinary’ is more enticing than most of the lines ... it promises something different and captures the imagination ... also why I like the Warsaw strapline. I don’t know much about Warsaw but I am drawn by the idea that I might ‘fall in love’ with it. It is exciting and engaging. Conversely, ‘This is Edinburgh’ tells me nothing and seems over-confident”

Female, 35 – 44, Britain

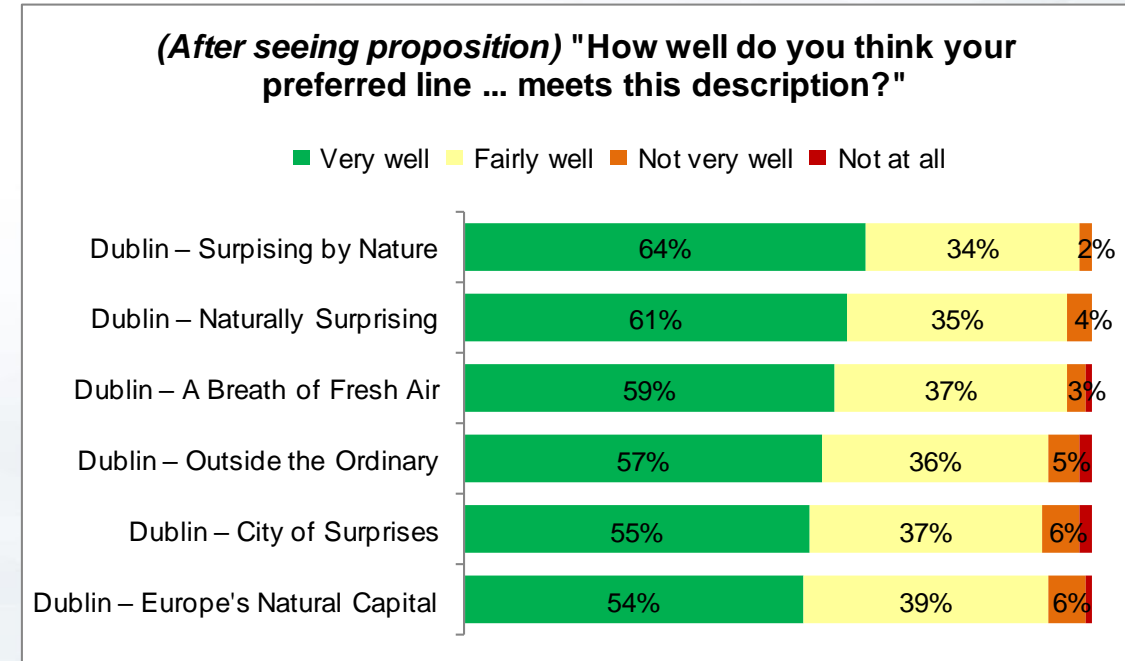
Europe’s Natural Capital – a different type of break

- Similar comments to other lines that use the word ‘nature’
- But, some feel it’s a bit presumptuous to call it Europe’s Natural Capital

Proposition fit

Respondents generally feel their preferred line fits

- All lines when preferred are perceived to fit the proposition
- Little to choose between them
- But the 'nature' contenders perform slightly better than 'City of Surprises'



Base: variable

Respondents have been shown their preferred line only

Proposition fit

'City of Surprises' doesn't mention nature

- Some say that 'City of Surprises' doesn't mention nature
- But some also say they disagree with the proposition itself for referring to nature

"Dublin is not an outdoor destination (apart from the zoo). I'd be disappointed with Dublin if I came here based on the description given."

Male, 55 – 64, Ireland (Dublin)

"I think 'City of Surprises' lets the traveller decide what to make of their break there, not that there is countryside so close"

Female, 45 – 54, Britain

Lines containing 'nature' work well with the proposition

- 'Nature' can be the 'Surprise'
- The two words work well together and cover the whole proposition, not just part of it

"City amongst the natural beauty of the area is a surprise"

Male, 25 – 34, Britain

"Dublin – Naturally Surprising matches the description well by having a landscape that changes and surprises"

Male, 45 – 54, Britain

"Dublin – Surprising by Nature works best because it mentions nature alongside the uniqueness"

Male, 18 – 24, Germany